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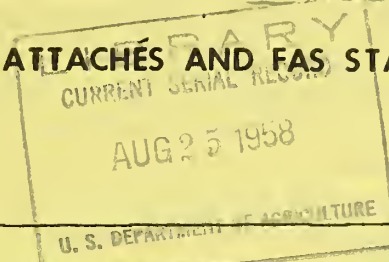
Spotlight

ON FOREIGN MARKETING



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TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS



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KNOWLEDGE OF CREDIT PROGRAMS IS IMPORTANT in promoting dollar sales of U. S. farm products. Every attache should be familiar with credit terms offered through the CCC and Export-Import Bank of Washington. A thorough understanding is important in dealing with government officials and private traders in foreign countries. Background information has been sent to all posts. Highlights of all existing programs and full list of documents were in SPOTLIGHT Supplement No. 9 attached to SPOTLIGHT No. 11, August 21, 1957. Extra copies are available.

HYBRID SEED CORN IS GOOD BUY. Abundant supplies of most varieties of U. S. hybrid seed corn are available for export at half the domestic price. Reason: off sizes, which do not conform to U. S. planter plate size, are offered for export instead of going to the feed market. Numerous U. S. varieties have been tested successfully by experiment stations in most parts of the world.

Our hybrid seed is finding favor as a source of roughage over root crops in Northern Europe because of a favorable differential in labor costs. Exports have averaged 21 million pounds annually during the past five years.

U. S. TO PROMOTE POULTRY IN SWITZERLAND. A market development project to further expand sales of U. S. poultry products in the Swiss markets has been signed with the Institute of American Poultry Industries. Representing the U. S. poultry industry, the Institute will cooperate with the FAS Dairy and Poultry Division in the project's sales promotion and general publicity activities. In 1957 Switzerland imported 7 million pounds of U. S. poultry, more than twice the amount imported in 1956.

USDA READIES FOR OSAKA TRADE FAIR, APRIL 12-27. The exhibit will feature five major U. S. export commodities: cotton, wheat, soybeans, tobacco and tallow. Section 104(a) market development projects are currently in effect in Japan for all of these commodities. U. S. and Japanese trade groups, representing these commodities will actively participate. Also cooperating, will be groups representing Japan's nutrition, school lunch and home life improvement program.

The 15,000 square foot U. S. agricultural pavilion represents our third participation in Japan and the 21st international trade fair in which the Department has taken part.

A SPECIAL SUPPLEMENT ON FRUIT AND VEGETABLE CONTAINERS is attached to this issue.

BETTER NUTRITION MEANS BETTER MARKETS FOR U. S. AGRICULTURAL PRODUCTS. Because of the rapid economic developments abroad and advances in efficiency of American agriculture, overseas markets are becoming increasingly important. "There is a tremendous drive by the world's people to live better. As these people become better acquainted with our farm products, they will want to keep on getting them." This philosophy was voiced by Gwynn Garnett in a recent speech before the Farmers Grain Dealers Association of Iowa.

Many of the market development projects with private cooperators under Section 104(a) are geared to well-planned nutritional programs. As an aid to furthering this type of effort, women leaders from many nations will assemble at the University of Maryland next July 28-August 2 to discuss ways of improving home making educational programs around the world. Attaches are asked to cooperate with home economic leaders in their area to help make this international congress a success.

Copies of the proceedings of the 1957 Nutrition Education Conference are available for circulation among interested foreign nutritionists and home economists. Ask for USDA Miscellaneous Publication No. 745.

ARS COMPLETES SOYBEAN SURVEY IN JAPAN. As the result of a recent survey by Dr. A. K. Smith of soybean food uses in Japan, ARS researchers will investigate possibilities of improving U. S. produced soybeans for food purposes. Proposed projects are: breeding new varieties of soybeans for food uses; finding ways to modify food-making techniques; comparing the composition of U. S. and other soybeans, etc. It is planned that a team of Japanese soybean processors will come to the U. S. to aid in the initial stages of research. At present about 95% of the U. S. soybeans sold to Japan are used in crushing.

A circular will be published soon giving Dr. Smith's full report on the Japanese survey.

PERUVIAN STUDENTS TOUR U. S. LIVESTOCK AREAS. High point of the three-week tour by 15 seniors at the Peruvian National College of Agriculture was the International Livestock Exposition in Chicago. The group also visited farms, ranches and agricultural institutions in Illinois, Wisconsin, Texas and Florida, and USDA in Washington. The trip was part of a long-range market development project to stimulate interest in U. S. livestock and other agricultural products.

PRICES FOR BURLEY TOBACCO EXPORT GRADES DOWN. Burley prices declined during the latter weeks of auction sales, with the sharpest drop occurring among the heavier tip and nondescript grades which have been popular with foreign buyers. In the week ending January 23, 1958, prices of these grades were in some cases from \$5 to \$17 per 100 pounds lower than the seasonal average and as much as \$23 per 100 pounds lower than 1957.

LAST YEAR'S EXPORTS were equal to over half the U. S. wheat, cotton, and rice crops; over a third of the soybean production; one-fourth of the tobacco; half the tallow and one-fifth the lard production.

SUPERMARKETS COME TO MIDDLE EAST. Self-service merchandising, a highly successful U. S. innovation, may someday be commonplace in the Middle East. In Istanbul, Turkey, the first of a chain of eight supermarkets is doing a thriving business. It was opened last December. Within the next few months, in Israel, modern self-service food markets will be operating in Tel Aviv, Haifa and Jerusalem.

The Istanbul chain is being built by a Swiss firm, well known in Turkey for its grocermobiles (grocery stores on wheels). The Israel supermarkets will boast a variety of U. S. products. The operation is being financed by one of the large U. S. food chains. Principal stockholders are Americans, the remainder are Canadians.

Main reason for the surge of supermarkets in the area is the Governments' efforts to reduce the cost of living index. Both the U. S. and Swiss companies have pledged themselves to furnish quality foods and household goods to consumers at substantial savings.

PLENTIFUL CANNED VEGETABLES ARE GOOD SPRING BUY. U. S. canners have large stocks of canned asparagus, corn, snap beans, peas, tomato juice, and tomato paste. Buyers can purchase any quality they want either in consumer or institutional can sizes. Immediate shipment can be made from either east, west, or gulf coast ports.

End of January prices f.o.b. cannery in designated areas are as follows: Asparagus fancy green tip and white, large size \$2.75 dozen, California; Snap Beans cut green fancy 303 \$1.40-\$1.55, New York-Pennsylvania; Corn fancy golden whole kernel and cream style 303 \$1.15-\$1.25, midwest; Peas fancy sweet, 4 sieve size 303 \$1.35-\$1.40, midwest; Tomato Juice fancy 46 oz. can \$2.40 dozen, California; Tomato Paste fancy No. 10 \$10.75-\$11.25 per dozen and case of 96 - 6 oz. cans \$7.20, California. (Dozen lots)

CCC MONTHLY SALES LIST FOR FEBRUARY includes the following commodities: Butter, nonfat dry milk, cheddar cheese, cotton (upland and extra long staple), peanuts, corn, wheat, oats, barley, rye, grain sorghums, soybeans, flaxseed, rice (rough and milled), gum rosin and gum turpentine.

Interest rates per annum under the CCC deferred payment program for February 1958 are 3-5/8 percent for periods up to six months (down 1/8 percent from last month), 4-1/8 percent for periods from over six and up to 18 months, and 4-5/8 percent for periods from over 18 months up to a maximum of 36 months.

35 GERMAN POULTRY IMPORTERS ARE COMING TO U.S. to attend the Poultry Fact Finding Conference in Kansas City, February 14-16. FAS will have an exhibit which will feature packaging techniques required by foreign poultry importers. Following the conference the group will make a study of the U. S. poultry industry. West Germany now buys U. S. poultry under a dollar tender.

TABLE I, GUIDE TO COMMERCIAL SALES

Commodity	Unit	Grade, Type or Variety	Location	Latest Price week of 1/31/58	Price Year Earlier
Wheat 1/	Bushel	#2 H. W.	Galveston	\$2.42-2.52	\$2.51-2.56
" 2/	"	#1 S. W.	Portland	2.25	2.56
" 3/	"	#2 S. R. W. Vessel	Baltimore	2.34	2.59-2.61
Beans	100#	#1 Gr. Northern	Idaho Points	8.75-9.00	6.60-6.70
Pinto Beans	100#	#1 Pinto	FAS Gulf	7.55-7.80	--
Dry Peas	100#	#1 Alaska, Whole	FAS West Coast	4.40-4.50	--
Cottonseed Oil	Pound	B.P.S.Y.	Mar.Fut.N.Y.	.1680	.1664
Soybean Oil	"	Refined	New York	.1412	.1738
Cottonseed Oil	"	Crude	Valley	.1475 4/	.1425 5/-, 1438 4/
Soybean Oil	"	Crude	Decatur, Ill.	.1412-.1438	.1425
Linseed Oil	"	Raw	Minneapolis	.1480	.1350
Soybeans	Bushel	#1 Yellow	Chicago	2.22	2.53
Lard	Pound	Refined 50# tin	Chicago	.1325	.1625
Tallow	"	Prime Inedible	Chicago-FOB	.0750	.0675
Greases	"	Choice White	" "	.08625	.0850
Cottonseed Meal	Sh. Tn.	41% Bagged	Memphis	57.50	58.00
Soybean Meal	" "	44% Bagged	Decatur	49.00	56.50
Cheese	Pound	Cheddar	Wis.Prim.Mkts.	.34125-.3500	.34125-.3500
Milk, Evap.	Case	48-14 1/2 oz.	Pac.Cst.Mkts.	6.10-6.60	5.95-6.30
Eggs, Shell	Doz.Med.	Mixed colors	New York	.3350-.3400	.3350-.3400
" Dried	Pound	Whole	" "	1.10-1.23	1.02-1.12
Beef Trimmings	"	75-85% lean froz.	Chicago	.3300	.2400
Beef Hearts	"	Regular frozen	"	.2300	.1200
Beef Livers	"	" "	"	.2100	.1450
Pork Trimmings	"	" "	"	.2100	.1500
Chicken, R. T. C.	"	Gr.A Broilers	New York	.3300-.3600	.3300-.3600
Turkey, R. T. C.	"	Gr.A Beltsville	" "	.4450-.4550	.4200-.4350
Canned Apricots	Doz. #2-1/2	Choice Halves	FOB-Calif.	3.075	3.15
" Peaches	Doz. #2-1/2	" "	" "	2.50-2.60	2.70-2.725
" Pears	Doz. #2-1/2	" "	" "	3.25	3.50
Grapefruit Secs.	Doz. #303	Fancy, Lt. syrup	FOB-Florida	1.75	1.60
Orange Juice	Doz. 46 oz.	Sweetened	" "	2.50	2.70
Lemons, Fresh	Std.Ctn		FOB-Calif.	2.51	3.65
Raisins	Lb.Bulk	Natl.Thompson	FAS-Calif.	.19	.125
Prunes	Pound	80-90	" "	.115-.12	.1175
Apples, Fresh	Box	Ex.Fcy.138 & lgr.	FOB-Washington	2.95-3.10	4.70-4.75

1/ Export payment all destinations except Latin America and West Indies \$.68; to Latin America and West Indies, \$.65.

2/ Export payment - all destinations, \$.56. (Correction 1/10/58, \$.57)

3/ Export payment - all destinations, \$.68. (Correction 1/10/58, \$.71)

4/ Asked 5/ Bid

TABLE II, CCC PORT PRICES FOR EXPORT

Commodity	Unit	Grade, Type or Variety	Port Location	Latest Prices	Date of Sales 1958
Cotton	Bales	Upland	Any U.S. Port and storage location	\$.2854	Jan. 27-Jan. 31
Grain Sorghums	Cwt.	Yellow Milo	Gulf	1.92-5/8 - 1.92-3/4	"
Barley	Bushel	No. 3 & 4	FAS Gulf & N. W. Ports	.96-1/2 - .96-5/8	"
Oats	"	Heavy White	Atlantic	.52-1/2 - .53-5/8	"
Rice	Cwt.	Milled	Gulf	6.02 - 6.52	"
Flaxseed	Bushel	No. 2	Minneapolis	3.23	"
Butter	Pound		Any U.S. Port	.39 (fixed)	"
Milk	"	Spray, Drums	Any U.S. Port	.099 (fixed)	"

EXPORT CONTAINERS FOR FRUITS AND VEGETABLES

Some importers of U. S. fruits and vegetables may not be familiar with the standard packages and containers used by our export trade. Because a knowledge of weights and cubes is helpful in calculating freight rates, this special supplement on this subject has been prepared. The information should be helpful when importers contact ship brokers and shipping lines.

The number of export containers for fruits and vegetables is almost unlimited. A number, however, are used more than others and have come to have a recognized place in trade. These are listed on pages 2 and 3 with pertinent information on packing, weights, and dimensions. This is intended to be helpful especially to importers who have no prior or recent experience with these commodities from the United States.

The description of containers is expressed in terms of median size, range of weight or prevailing conditions. In this form it is satisfactory for use in estimating costs, consumer requirements, space needs, and other price determining factors.

Importers, who are furnished this information (by the attache's office), should be told of its limitations and reminded that more specific facts for any given package will be furnished by U. S. exporters.

Domestic labeling requirements are stringent but do not necessarily comply with those of the importing countries. Importers should always inform U. S. suppliers of the labeling rules of the country of destination as well as of peculiar market requirements.

Comprehensive descriptions of U. S. sanitary type cans are given on page 4. This information will be helpful to importers in selecting unit sizes to meet the particular requirements of their trade.

Packages for U.S. Fruit and Vegetable Products Commonly Used in Export Trade

Package	Packing	Net Weight :	Prevailing		Volume : cu.ft.	Shipping Weight : lbs.-
			Outside Dimensions	inches		
<u>Apples:</u>						
Western wooden box	Place pack	43-47	11 5/8 x 12 11/16 x 19 1/2		1.66	49-53
Fibreboard box	Individual cells	1/ 35-45	15 1/8 x 17 7/8 x 21 5/8		1.85	42-52
Fibreboard carton	Individual trays	1/ 35-45	12 3/8 x 12 3/8 x 20 1/8		1.82	42-52
<u>Pears:</u>						
Western wooden box	Place pack	46	9 23/32 x 12 1/8 x 19 3/8		1.32	50
<u>Grapes:</u>						
Wooden chest	Sawdust	31-33	8 3/8 x 15 1/2 x 20		1.50	50
Wooden lug	Place pack	28	6 1/16 x 14 x 17 1/2		.86	31
<u>Citrus:</u>						
Calif. orange carton	Jumble pack	37 1/4	10 3/4 x 11 x 17		1.16	39 1/2
Calif. grapefruit carton	Jumble pack	33 1/2	10 1/4 x 11 x 17		1.11	35 1/2
Calif. lemon carton	Jumble pack	38	10 3/4 x 11 x 17		1.16	40
Texas grapefruit box	Place or jumble pack	70	12 1/6 x 12 1/6 x 27		2.31	75
Texas grapefruit carton	Jumble pack	35	10 1/8 x 12 x 17 3/4		1.25	37
Florida orange box	Jumble pack	84	12 3/4 x 12 3/4 x 27		2.54	96
Florida wbd 2/ box, oranges	Place or jumble pack	90	12 7/16 x 12 9/16 x 26 3/8		2.38	95
Florida wbd 2/ box, grapefruit	Place or jumble pack	80	12 7/16 x 12 9/16 x 26 3/8		2.38	85
Florida wbd 2/ crate, oranges	Place or jumble pack	42	12 7/16 x 12 9/16 x 14 5/8		1.32	45
Florida wbd 2/ crate, grapefruit	Place or jumble pack	37	12 7/16 x 12 9/16 x 14 5/8		1.32	40
Florida carton, oranges	Jumble pack	45	10 1/2 x 12 x 14 7/8		1.08	47
Florida carton, grapefruit	Jumble pack	37	11 7/8 x 10 3/4 x 17 3/4		1.31	40

Package	Packing	Net Weight :	Prevailing		Volume :	Shipping Weight :
			Outside Dimensions	cu.ft. - lbs.-		
Canned Fruits, Juices, & Vegetables:						
Fibre cartons:						
6 No. 12 size cans	3x2x1	3/4	18 3/8 x 12 9/16 x 8 3/4	1.19	57-58	
24 No. 2 1/2 size cans	4x3x2	4 3/4	16 7/16 x 12 3/8 x 10	1.16	52-57	
6 No. 10 size cans	3x2x1	4 0	18 3/4 x 12 9/16 x 7 5/8	.99	45-47	
12 No. 3 cyl size cans	4x3x1	37 3/4	17 3/16 x 12 15/16 x 7 5/8	.94	43-45	
24 No. 2 size cans	4x3x2	30	13 15/16 x 10 1/2 x 9 3/4	.83	37-39	
24 No. 303 size cans	4x3x2	24 3/5	12 15/16 x 9 3/4 x 9 5/16	.68	30-32	
24 No. 1 tall cans	4x3x2	25.4	18 9/16 x 12 7/16 x 4 5/16	.73	31-33	
24 No. 300 size cans	4x3x2	24	12 3/16 x 9 3/16 x 9 1/2	.62	29-31	
24 No. 211 size (cyl) cans	4x3x2	20	10 15/16 x 8 1/4 x 10 3/8	.54	24-25	
48 No. 6 oz. size cans	6x4x2	18	12 15/16 x 8 11/16 x 7 5/8	.49	22-23	
24 No. 8 oz T cans	4x3x2	10	12 3/4 x 8 1/4 x 7 1/8	.37	17-18	
Dried Fruits:						
Wooden box	Bulk	4/25-30	7 1/8 x 9 3/4 x 15 1/2	.62	28-33	
Fibre case	Bulk	25-30	7 1/2 x 9 5/8 x 14 5/8	.61	26-31	
Fibre case	24 1 lb. cartons	24	12 1/2 x 7 13/16 x 11 5/16	.64	27	
Fibre case	24 11 oz. cartons	16 1/2	12 1/2 x 7 13/16 x 11 5/16	.64	20	
Almonds:						
Burlap bag	Bulk in-shell	100	37 3/4 x 21 x 10 3/4	4.93	101	
Burlap bag	Bulk shelled	100	33 3/4 x 17 1/2 x 9 3/8	3.20	101	
Fibre box	2 25-lb. tins, shelled	50	19 1/4 x 9 3/4 x 14 3/8	1.56	57	
Walnuts:						
Burlap bag	Bulk in-shell	100	30 7/8 x 24 1/4 x 10 15/16	4.72	101	
Potatoes:						
Burlap bag	Bulk	100	31 x 16 x 10 1/2	3.01	101	
Onions:						
Mesh cotton or fibre bag	Bulk	50	28 x 12 3/4 x 8 1/2	1.76	51	
This container varies in size according to the size of the fruits packed. Outside dimensions and volume are						

1/ This container varies in size according to the size of the fruits packed. Outside dimensions and volume are medium.

2/ Wirebound.

3/ The net weight of canned fruits, juices, and vegetables varies with the commodity, style of pack and packing medium. See page 4.

4/ The net weight of dried fruits varies with the type of fruit and size of the pieces.

Cans for Fruits, Juices and Vegetables

Can name	: Diameter &c : : Height 2/ - inches -	Label weights 3/ : Fruits : Juices : Vegetables : lb. oz. Qt.-Pt.-Oz. lb. - oz.						Products
No. 12	603x812						<u>1/</u>	
No. 10	603x700	(5 15 7 5	3 - - 3 - 2			6 3) 6 10)		All products
No. 3 cyl.	404x700	(3 2 (1 - 14 (3 0) 3 2)		All products (except pineapple)
No. 2 $\frac{1}{2}$	401x411	(1 10 (1 14				1 11) 1 12)		Fruits, vegetables
No. 2	307x409	(1 2 (1 6	- 1 2			1 3) 1 4)		All products
No. 303	303x406	(1 0 (1 1				- 15 $\frac{1}{2}$) 1 -)		Fruits (except pineapple), vegetables
No. 1 T	301x411	(1 0 (1 2	- - 15			- 15 $\frac{1}{2}$) 1 -)	" "	
No. 300	300x407	(- 14 $\frac{1}{2}$ (1 0	- - 13 $\frac{1}{2}$) - 14)		Asparagus, citrus segments, juices (except pineapple)
No. 211	211x414	(- 14 (1 0	- - 12))		Juices, pineapple
No. 8 oz T	211x304	(- 8 (- 9	- - 7 $\frac{3}{4}$			- 8) - 8 $\frac{3}{4}$)		All products
No. 6 oz	202x308	((- - 5 $\frac{1}{2}$			- 6 $\frac{1}{4}$) - 6 $\frac{1}{2}$)		Juices (except pineapple), tomato paste

- 1/ The No. 12 can is used primarily for products for re-manufacture and customarily contains one gallon.
- 2/ The first digit gives the number of whole inches and the second and third digits give the fraction expressed in sixteenths of an inch. Thus 603 x 700 means 6 $\frac{3}{16}$ inches in diameter and 7 inches high.
- 3/ Where two sets of figures are given they indicate the prevailing range of label weights. The specific weight on a given label will depend upon the commodity, style of pack, and packing medium.